



AGENDA
for the Tourism Advisory Board
of the Town of Palisade, Colorado
341 W 7th Street (Palisade Civic Center)



August 15, 2024
11:00 am Monthly Meeting

<https://us06web.zoom.us/j/96182810397>

- I. **REGULAR MEETING CALLED TO ORDER AT 11:00 am**
- II. **ROLLCALL- INTRODUCTION OF NEW MEMBERS**
- III. **AGENDA ADOPTION**
- IV. **APPROVAL OF MINUTES**
 - A. Approve minutes of July 18, 2024
- V. **TOWN REPORT**
- VI. **FINANCIAL YTD UPDATE:**
 - A. YTD
 - B. Room night report
- VII. **ADVERTISING UDATE: Ryan and Melita**
 - A. Marketing Update
 - B. Report on latest articles on Palisade – Designation Top 10 by USA
 - C. Discuss Dean & Runyan Tourism Report
- VIII. **CONTINUED BUSINESS**
 - A. Update on Signs, posters, maps and sticker inventory (who has what)
 - B. Update on CTO Tourism Marketing Grant Application – Breeze Air
 - C. Discuss future TAB meeting time/day schedule
- IX. **NEW BUSINESS**
 - A. Charging Stations update
 - B. **Motion** to host Australian Flow Mountain Bike X CTO Collaboration
 Crested Butte, Glenwood Springs, Palisade: August, 24 – 31, 2024, Cost: \$1500 (1/2 of \$3000)
 - C. Idea for a Fall Strategy Workshop for 2025/2026 Marketing (inc stakeholders)
- X. **PUBLIC COMMENT**
- XI. **ORGANIZATION UPDATES** (Please limit comments to 3 Minutes)
- XII. **ADJOURNMENT**

Next Meeting Thursday, September 19, 2024*
**unless change is made*



**MINUTES OF THE REGULAR MEETING OF THE
PALISADE TOURISM ADVISORY BOARD
July 18, 2024**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 11:07 am by Chair Juliann Adams, with members present: Jean Tally, Cassidee Shull, Rondo Buecheler, Tim Wenger, Brooke McElley, and Trustee Jeff Snook. Absent were Jeff Hanle, Jessica Burford, and Vice Chair Ryan Robinson. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Special Events Coordinator Rebecca Loucks, and Ryan Burke & Melita Pawlowski with Slate Communications.

APPROVAL OF AGENDA

Motion #1 by R. Buecheler, seconded by C. Shull, to approve the agenda as amended, to add discussions about EV chargers and Cameo bike trails to New Business.

A voice vote was requested.

Motion carried

APPROVAL OF MINUTES

Motion #2 by B. McElley, seconded by C. Shull, to approve the Minutes of June 20, 2024, as presented.

TOWN REPORT

Town Clerk Keli Frasier reviewed current Town projects, important upcoming festival dates, and the status of the TAB vacancy process.

FINANCIAL YTD UPDATE

Chair Adams reviewed year-to-date expenditures, lodging fees received, and lodging room numbers. The lodging numbers were as follows:

LODGING FEES REVIEW

2024			2023		
	Fees	# of Nights		Fees	# of Nights
January	\$2,652.00	663	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
April	\$8,024.00	2,006	April	\$9,264.00	2,316
May	\$14,192.00	3,548	May	\$14,596.00	3,649
TOTAL	\$34,302.00	8,988	TOTAL	\$34,870.00	8,717

DIFFERENCE		
	Fees	Nights
January	\$518.00	120
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
TOTAL	-\$568.00	271

ADVERTISING UPDATE

Marketing Update

M. Pawlowski reviewed marketing campaigns, website analytics, and social media updates.

M. Pawlowski and R. Burke went on to discuss a proposed local campaign designed to educate locals on the benefits of the value of tourism.

Update on MOAB Airport Marketing

No information was available at this time.

What is Next For TAB Marketing Opportunity

The consensus of the Board is for C. Shull, T. Wenger & R. Buecheler to help write a story about the Fruit & Wine Byway to submit to the Beacon for possible publication, as well as to look into Breeze Air advertising.

CONTINUED BUSINESS

Update Byway Signs and Town Signs

Chair Adams gave a brief update on all local signs provided by TAB and agreed to order 25 new Fruit & Wine Byway signs.

Reprint of DPR Posters

Motion #3 by C. Shull, seconded by R. Buecheler, to increase the expenditure of the posters to add \$153.52 to equal a total of \$533.52.

A voice vote was requested.

Motion carried.

NEW BUSINESS

CTO: What's new for Fall/Winter- looking for marketing ideas deadline July 31

Ski/Stay campaign?

The Board discussed sending the Colorado Tourism Office (CTO) ideas about ski & stay packages, snowshoeing, ice fishing, dog sled races, and cross-country skiing.

CTO: Tourism Marketing Grant Application Open: Ideas?

The Board discussed options for new marketing ideas to use in applying for the CTO marketing grant. Ideas included:

- Breeze Airlines marketing
- Other airport marketing
- Programs to capture visitor information at special events held in the town

Discussion of boundaries for VisitPalisade.com marketing and features

The consensus of the Board is to only feature lodging businesses that pay the lodging tax and other types of businesses that pay Palisade sales tax to the Town in all online marketing.

EV Chargers

The consensus of the Board is to send a letter to the Palisade Board of Trustees recommending EV chargers to the Palisade Plunge parking lot.

Cameo Bike Trails

The consensus of the Board is to look into recommending adding bike trails in the Cameo area to the Palisade Board of Trustees.

PUBLIC COMMENT

JoAnn Rasmussen, Chair of the Palisade Historical Society, gave a brief update on the society’s visitor and volunteer numbers, as well as upcoming events.

ORGANIZATIONAL UPDATES

Board members gave brief updates on their organizations and businesses.

ADJOURNMENT

Motion #4 by R. Buecheler, seconded by Trustee Snook, to adjourn the meeting at 1:12 pm.

A voice vote was requested.
Motion carried unanimously.

X

Juliann Adams
Tourism Advisory Board Chairperson

X

Keli Frasier
Town Clerk

Current Project List & Dates:

Waste-Water Consolidation to Clifton USDA Grant & Loan \$24 million***

- Project has officially started with kick-off meeting August 30, 2023
- Working with local bank on construction loan documents for \$24million
- Meetings with businesses affected by rate increase – October 2024
- Board of Trustees Resolution for rate change October 2023 & another in fall 2024
- Engineering Design estimate 1.5 years – 9.2023 – 3.2025
- Easement acquisitions estimate 1.5 years - 9-2023 – 3.2025
- Winter Construction (canal drained) – Fall 2025 – Fall 2026
- Abandonment of existing lagoons – 1 year – Summer 2026 – 2027
- Lagoon area design – what to do?

*(***Engineering for Consolidation 50% DOLA Grant - 50% Town \$2 million)*

- This DOLA Grant for \$1 million combined with \$1 million from the Town Sewer Fund is required cash match for the USDA Grant & Loan. The engineering cost is \$2 million – this is part of the \$24 million project

Wastewater Pre-treatment Program Town Ordinance

- The wastewater consolidation project triggered the Town Pretreatment Ordinance already in place. The Town needs to have restaurants and businesses come into compliance with the requirements. Some restaurants have filed hardship to come into the requirements.
- Per Board Direction in June 2024, the Town is hiring a plumber to work on project and specs for old town businesses to determine plan for pretreatment.

Roundabout Highway 6 – CDOT CDOT Town landscape costs

- 30% designed – moving forward with final design
- Estimated construction start – to be determined
- Town is responsible for the expense of landscaping, bike lane markers and art

TAP Grant Sidewalks – 80% Grant – 20% Town \$1 million

- Project changed with roundabout and multi-use paths with this project
- TAP grant sidewalks now from Cresthaven to High School
- 100% designed & CDOT approved
- Land acquisition has started – need 3 property purchases – estimate 6 months
- Land acquisition estimated cost: \$81,000 - CDOT grant covers, however, any cost over this amount Town covers, possible 20%
- Construction Fall 2024

Multi-Modal Sidewalk Grant Award for Elberta – 80% CDOT - 20% Town \$2 million

- Town awarded \$2 million in grant funds from CDOT for multi-modal path
- Town match 20% at \$200,000
- Includes 2 bridges over canal
- RFQ for Design Engineering submitted to CDOT for approval
- Advertise RFQ Design/Engineering - October – November 2023
- CDOT approvals of Design – June - August 2025
- Construction Fall - Winter 2025

Fiber 50% DOLA Grant - 50% Town \$450,000

- CNL room complete
- Middle Mile fiber complete
- Last mile fiber through town 80% complete
- Fiber to town facilities complete
- CDOT permit to connect to I-70 complete
- Estimate light up fiber November

Troyer Sewer Lift Station 50% DOLA 50% Town \$346,645

- Engineering Complete – Pump Purchased
- Construction September 2023

Hydraulic Model Study 50% DOLA grant 50% Total \$50,000

- Project started – gathering data
- Complete June 2024
- Presentation to Board July 2024

Land Use Code Update DOLA Grant 50% Town 50% \$50,000

- Scheduled to begin November 2023
- Completion 4th quarter 2024

SIPA – Website Grant for ADA Compliance free than \$938.00 per year

- Statewide Internet Portal Authority – Colorado law requiring websites be ADA compliant by July 2024
- Grant with State to bring Town website into compliance – free first year, then yearly fee to maintain ADA compliance work on website

Pipes & Lateral Irrigation Fund & Infrastructure Town owned

- GIS mapping of infrastructure – investigative field work
- Investigation field work for customer list
- After mapping and customer list created work on rate structure and fund

2024 Department Projects:

1. Boat Ramp

- Terrace the bank next to the Boat Ramp
- Improve path to swim beach area
- Need engineer design & NEPA study for permit
- Approval with Army Corp Permit

2. Wildland Fire Division

- Staff has been successfully hired
- Proposals to send to other fires for reimbursement and equipment rental

3. Cameo Annexation

- Mapping & Attorney working with property owners

LODGING FEES REVIEW

2024

Reporting	2024		Reporting	2023	
	Fees	# of Nights		Fees	# of Nights
January	\$2,356.00	589	January	\$2,134.00	543
February	\$2,428.00	607	February	\$3,380.00	835
March	\$7,302.00	2,238	March	\$5,496.00	1,374
April	\$8,024.00	2,006	April	\$9,264.00	2,316
May	\$14,192.00	3,548	May	\$14,596.00	3649
June	\$14,988.00	3,747	June	\$16,136.00	4034
July	\$0.00	0	July		
August	\$0.00	0	August		
September	\$0.00	0	September		
October	\$0.00	0	October		
November	\$0.00	0	November		
December	\$0.00	0	December		
	\$49,290.00	12735		\$51,006.00	12751
	% of '23	99.87%		2023 Total	12751

DIFFERENCE

	Fees	Nights
January	\$222.00	46
February	-\$952.00	-228
March	\$1,806.00	864
April	-\$1,240.00	-310
May	-\$404.00	-101
June	-\$1,148.00	-287
July	\$0.00	0
August	\$0.00	0
September	\$0.00	0
October	\$0.00	0
November	\$0.00	0
December	\$0.00	0
	-\$1,716.00	-16

Account Number	Account Title	2024-24 Current year Actual	2024-24 Current year Budget	2024-24 Current year Remaining	2024-24 Current year Remaining %
TOURISM FUND					
TOURISM FUND					
003-012-5245	WEBSITE & ON-LINE MGT	1,057.01	7,500.00	6,442.99	86%
003-012-5247	DESIGN/PRODUCTION	4,823.97	15,000.00	10,176.03	68%
003-012-5249	ONLINE MARKETING-MEDIA COSTS	5,261.93	22,500.00	17,238.07	77%
003-012-5250	OFFLINE MEDIA	9,084.13	22,500.00	13,415.87	60%
003-012-5251	TOWN WEBSITE	2,263.60	15,000.00	12,736.40	85%
003-012-5255	ACCOUNT MANAGEMENT FEES	833.33	7,500.00	6,666.67	89%
Total TOURISM FUND:		23,323.97	90,000.00	66,676.03	74%